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President
The Donahue Group

Carol Massie
Vice President
McDonald's

Ryan Harter
Vice President
CIM Group

Duke Gallagher
Secretary/Treasurer
The Production Group

Charles Eberly
The Eberly Company

Richard Falzone
Off Vine Restaurant

Brian Folb
Paramount Contractors and
Developers, Inc.

 Brent Gaulke
Erdding-Edlen

Lillian Kuo
Broadreach Capital Partners

Fr. Michael Mandala
Blessed Sacrament Church

Michael Pogorzelski
Academy of Motion Picture
Arts & Sciences

Rouben Rapelian
Sunset Gower Studios

Fred Rosenthal
Ametron

Patrick Russell
The Robert Green Company

Travis Serpa
Space 15 Twenty - Urban
Outfitters

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Kerry Morrison
Consultant to the
Board

October 30, 2009

TO: Miranda Paster
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance,
managing entity of the Sunset & Vine BID

SUBJECT: Third Quarter Report
July 1, 2009 through September 30, 2009

As is required in our Agreement with the City of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Sunset & Vine BID.

I. Operational Issues

- The CHC Nominating Committee recommended two new members to the Board of Directors – Patrick Russell, from Robert Green Company; and, Charles Eberly, from the Eberly Company – to replace two seats vacated by Nick Spampanato and Shake Bakalyan.
- The Board elected to take a summer recess and did not convene in August.

II. Security

- Security Committee began monitoring legislative activities related to the control of medical marijuana dispensaries, as several facilities have opened within the boundaries of the BID.
- The committee began reviewing alternative non-lethal devices for the security officers to carry while on duty. One of the potential options is a taser device, however the committee plans to continue its research before offering a recommendation to the Board in November.
- Executive Director, Kerry Morrison, organized a meeting with representatives from the County of Los Angeles, Department of Mental Health, and Andrews Security to devise a strategy for interviewing twenty of Hollywood's most at-risk homeless individuals. Using a vulnerability index the surveys are intended to identify service

needs and hopefully connect individuals to the Department of Mental Health full service partnership program.

III. Streetscape Issues

- The Streetscape Committee developed a plan to expend 200 additional hours of pressure washing identified within the maintenance contract with Cleanstreet. The committee opted to focus the cleaning in “high-intensity zones” throughout the district – including areas with heavy foot-traffic, bus stops and sidewalk dining.
- HPOA staff cataloged over 200 damaged and illegally-placed newsracks throughout the BID during the third quarter and mapped their locations in the Sunset and Vine master database. Staff then met with Bureau of Street Services staff and identified a streamline approach to help report damaged and illegally installed racks on a quarterly basis.
- Decorative grasses were installed in four tree wells in the S & V BID as part of a demonstration project. The drought-tolerant grasses are intended to beautify the public right-of-way by “softening” the appearance of palm trees at the pedestrian scale.

IV. Marketing Issues

- An ad-hoc subcommittee comprised of members of the Joint-HED and Sunset and Vine Marketing Committee began initial work for conducting a Demographic Research Survey of five core groups in Hollywood – students, visitors, workers, residents and investors. Over the course of several months, the committee submitted a request for proposal to ten qualified research firms and/or individuals; formed a Steering Committee to oversee the entire RFP process; received, reviewed and analyzed five proposals that were received in response to the RFP; narrowed down selection to strongest three candidates and invited them in for interviews. The ad-hoc committee selected research firm – BW Research Partnership – to conduct the study and funding requests will be made to both boards to move the project forward.
- The HED Marketing Committee continued to play a major role in facilitating discussions amongst representatives from the various post-secondary schools throughout Hollywood with ties to the entertainment industry and the arts. The initiative, referred to as “Hollywood U” is a collaborative effort between the HED and the Chamber, and is exploring opportunities to leverage their resources and develop a “Hollywood campus” brand. As part of this effort, HPOA staff created a logo, an informational brochure, and arranged several on-site interviews between educational institutions and media outlets, which resulted in several media hits, including major coverage in the Los Angeles Business Journal.

- At the Board's direction, the HPOA staff arranged a virtual team and encouraged stakeholders to fight cancer by contributing to or participating in the first Annual Relay for Life, which was held on Aug. 22 at Helen Bernstein High School in the Sunset & Vine BID.

V. Other

- Morrison and MacPherson participated in a tour of the mental health facility at the LA County jail on August 18, in furtherance of their education as to the situation facing mentally ill homeless people in Hollywood.
- MacPherson and Operations Manager, Joe Mariani, attended the annual International Downtown Association Conference (Sept. 11 – Sept. 15) in Milwaukee, Wisconsin. Mariani delivered a presentation on way-finding strategies for downtown, focusing on the HED's NavigateHollywood.com website, which also received the Award of Distinction at the conference.
- Morrison participated on a panel at the annual California Downtown Association regarding engaging the BID community in ending homelessness on September 23.
- Morrison participated in a meeting on September 30, organized by the Mayor's office and United Way, and facilitated by Common Ground, addressing innovative solutions to end homelessness in Los Angeles.

